

Home Furnishings Calendar 1951

JANUARY

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HOME FURNISHINGS CALENDAR

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 * KEY: AP - Advertising and Publicity; B - Building; E - Equipment; F - Food; *
 * G - Gardens; HF - Home Furnishings; M - Miscellaneous. *
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 13 2:00 P.M.	AUCTION HF. An auction of unusual pieces of furniture and decorative accessories will be held by the New York Chapter of the AID on this date at 980 Madison Avenue. Open to the public. Contact: Helen Hutchins, EL.5-3534.	AMERICAN INST. OF DEC.	PARKE-BERNET GALLERY
Thursday Sept. 13 11:00 A.M.; 2:00 P.M.; 4:00 P.M.	PRESS PARTY AND FILM SHOWING HF. The American Premiere of the showing of a documentary film entitled, "The Doctor Ordered Clay" will be held on Sept. 13 at these hours. The film portrays the history of Royal Worcester Porcelain from the day of its founding in 1751 to the present time. The showing will be held in conjunction with an exhibit of old and new Worcester to commemorate the Bicentenary of the firm. A collation will be served. Contact: Raymond Zrike, MU. 2-2535.	WORCESTER ROYAL PORCELAIN CO., INC.	234 EAST 46TH STREET SHOWROOMS
Thursday Sept. 13- Sept. 22	CHINA & GLASS EXHIBIT HF. This store is presenting an exhibition of American-made china and fine crystal in a series of over twenty table settings. In addition china and glass craftsmen will be on hand to demonstrate and explain various techniques of their work. On the Fourth Floor. Publicity: Lois Garrett or Jeanne O'Brien, MU. 9-7000.	B. ALTMAN & CO.	34TH ST. & 5TH AVE.
Friday Sept. 14 10:00 A.M.; 12:00 M.	PRESS BREAKFAST HF. On this date the press will be shown, by invitation only, the former city bath-house which was transformed into a home by the N.Y.U. Summer Workshop, and decorated by N.Y.U. home economics students. Contact: Gerry Engel, 399 Rockaway Avenue, Brooklyn, HY. 8-1407.	N.Y.U. & ENGEL'S MODERN	1750 PITKIN AVE, BKLYN
Friday Sept. 14 5:00 P.M. Cocktails	PRESS PARTY HF. A party, for the press only, to introduce its remarkable new Veni-Plex venetian blinds will be held in the Peroquet Suite. Made of Oriented Polystyrene, these blinds have a translucence which give a glow of living color to a room. According to an independent testing laboratory they collect and hold less dust than any other venetian blind. Contact: Martin Schrader, Alfred Auerbach Associates, CO. 5-7805.	VENI-PLEX CORP. OF AM.	WALDORF-ASTORIA
Sept. 15- Oct. 1	M. MARSEILLE INTERNATIONAL TRADE FAIR, MARSEILLE, FRANCE. CONTACT: EMILE GARDEN, 15 MOORE ST., NEW YORK 4, N.Y.		
Sept. 16- Sept. 19	HF. DENVER GIFT & JEWELRY SHOW, ALBANY HOTEL, DENVER, COLORADO. CONTACT: MRS. MILDRED M. DALTON, 3832 WILSHIRE BLVD., LOS ANGELES 5, CAL.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 16- Sept. 19	<u>HF.</u> HEART OF AMERICA FURNITURE MARKET, HOTEL PRESIDENT, KANSAS CITY, MO. CONTACT: FURNITURE TRAVELERS' CLUB, KANSAS CITY, MISSOURI.		
Sept. 16- Sept. 19	<u>HF.</u> FALL CHINA & GIFT SHOW, HOTEL MUEHLEBACH, KANSAS CITY, MISSOURI. CONTACT: G. L. WENNERSTROM, 2205 GRAND AVENUE, KANSAS CITY, MISSOURI.		
Sept. 16- Sept. 20	<u>HF.</u> PHILADELPHIA GIFT SHOW, HOTEL BENJAMIN FRANKLIN, PHILADELPHIA, PA. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, MU. 9-7147.		
Sept. 16- Sept. 22	<u>HF.</u> INDUSTRIAL ARTS SHOW, EASTERN STATES EXPOSITION, WEST SPRINGFIELD. CONTACT: C. A. NASH, 1305 MEMORIAL AVENUE, WEST SPRINGFIELD, MASS.		
Sunday Sept. 16- Oct. 7	CHICAGOLAND HOME AND HOME & HOME FURN. COUNCIL CHICAGO HOME FURNISHINGS FESTIVAL CHICAGO TRIBUNE ILLINOIS <u>B:HF.</u> Approximately 80 new homes, many of them furnished for the event by Chicago and suburban retailers, will be exhibited throughout the Festival. On Sept. 16 a special supplement of the Sunday Tribune will be devoted to news and advertising coverage of home building, home furnishings and home appliances. The houses will be open from 12 M. to 8 P.M. on Saturdays and Sundays, and from 2 to 8 P.M. Mondays through Fridays. Contact: Information Div., Adv. Dept., Chicago Tribune, Chicago, Ill.		

WEEK BEGINNING MONDAY, SEPTEMBER 17, 1951

Monday Sept. 17 9:30 A.M.- 12:00 M.	WALLPAPER PREVIEW <u>HF.</u> A buffet breakfast will be held to introduce new wallpapers to the press on this date in the Baroque Room. By invitation only. Contact: Catherine Blondin Associates, 280 Madison Avenue, MU. 9-7360.	THE BIRGE COMPANY	BELMONT PLAZA
Monday Sept. 17	HOME FURNISHINGS SPEED READING SEMINAR <u>HF.</u> On this date a special seminar will start for people in home furnishings. The course is designed to teach better reading habits to business executives in order to increase reading speed, comprehension and retention. Sessions are two hours each, one evening per week for ten weeks. Groups are limited to ten adults. Tuition is \$65.00. Applications now being accepted. Contact: Jack Yourman, Dir., TR. 3-7056.	SPEED READING INSTITUTE	8 WEST 86TH STREET NEW YORK
Tuesday Sept. 18 9:30 A.M.- 12:00 M.	PRESS PREVIEW <u>HF.</u> New wallpaper scenics by James Seeman will be shown to the press on this date by invitation only. Publicity: Dorothy F. Wood, James Seeman Studios, PL. 9-5861.	JAMES SEEMAN	501 MADISON AVENUE
Tuesday Sept. 18 9:30 A.M.- 4:00 P.M.	PRESS PREVIEW <u>HF.</u> A first showing for the press of Format Lamps, designed and executed by Eva Stein-Rappaport, will be held. The display will be open to the public from September 19th to Oct. 6, 1 to 9 P.M. daily. Contact: Michael Lazarus, WA. 4-9220.	THE WILLOW	184 WEST 4TH STREET
Tuesday Sept. 18- Nov. 20	PUBLICITY COURSE <u>AP.</u> A ten week course in the Fundamentals of Publicity is offered on consecutive Tuesday evenings. Fee, \$15. Registration through forms available from the Publicity Club of New York, Hotel Shelton, Lexington Ave. & 49th Street, New York 17, N. Y. Contact: Rita Otway, PL. 5-4000.	PUBLICITY CLUB OF N.Y.	HOTEL SHELTON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 19 2:30 P.M.- 5:00 P.M.	PRESS PREVIEW <u>HF.</u> A special preview of this show will be held for the press on the afternoon of Sept. 19. Cocktails will be served at 5 P.M. By invitation only. Publicity: Louise Sloane, MU. 6-0045.	NATL. HOME FURN. SHOW	GRAND CENTRAL PALACE
Sept. 19- Sept. 20	M. INTERNATIONAL DESIGN CONFERENCE, ROYAL COLLEGE OF ART, LONDON, ENGLAND. CONTACT: COUNCIL OF INDUSTRIAL DESIGN, LONDON, ENGLAND.		
Wednesday Sept. 19- Nov. 21 7:00 P.M.- 9:00 P.M.	SALES TRAINING COURSE <u>HF.</u> A series of ten weekly lectures, open to retail or wholesale salespersons in the Chicago area and limited to 120, will feature talks by outstanding leaders in the floor covering field. Tuition, \$25 for members of the association; \$35 for non-members. Contact for applications: Chicago Floor Covering Assn., Room 13-159, Merchandise Mart, Chicago 54.	CHICAGO FLOOR COV. ASSN.	MERCHANDISE MART
Wednesday Sept. 19- Dec. 5 7:00 P.M.- 8:40 P.M.	MAGAZINE ARTICLE WORKSHOP M. A twelve-week workshop to be conducted by Beatrice Schapper on writing magazine articles for all types of periodicals - trade, special interest, professional and popular magazines - is offered. Fee is \$18 for the entire series and registration may take place up to Sept. 14 at any branch library, or by mail (enclosing check or money-order) to Extension Div., School of General Studies, The City College, Convent Ave., & 139th St., New York 31, N.Y. Contact: Beatrice Schapper, AT. 9-9369.	CITY COLLEGE, SCHOOL OF GENERAL STUDIES	CENTRAL COMM. HIGH SCHOOL, 214 E. 42ND.
Thursday Sept. 20 10:00 A.M.- 12:00 M.	PRESS PREVIEW <u>HF.</u> Six room-settings introducing a new modern furniture group will be shown to the press to mark Home Fashion Time. Other home fashion news will also be released at this time. Contact: Frances Bemis, TR. 5-7200.	ABRAHAM & STRAUS	BROOKLYN, N.Y.
Thursday Sept. 20 12:00 M.	CHAPTER LUNCHEON <u>HF.</u> At a luncheon held to mark the beginning of Home Fashion Time, the Philadelphia chapter of this organization will have as its guest speaker Mr. George Duncan Crookes, manager of the New York showroom of F. Schumacher & Co. The luncheon will be held at the Art Alliance. Publicity: Florence Fleischer, James Lees & Sons, Bridgeport, Pennsylvania.	HOME FASHIONS LEAGUE, INC.	PHILADELPHIA, PA.
Sept. 20-29	<u>HF.</u> HOME FASHION TIME, COUNTRYWIDE.		
Thursday Sept. 20- Sept. 29	HOME FASHION TIME <u>HF.</u> Several committees of members of this organization have been formed to help promote Home Fashion Time. Esther Parsons, Quantacolor Co. is chairman of the Home Fashion Time Committee. Members working on individual projects are: Louise Nickerson, Simmons Co., program committee; Dorothy Harrower, Dorothy Harrower Assoc., co-chairman of Home Fashion Time Committee and chairman of museum participation; Tamora G. Noyes, Mel Adams & Assoc., chairman of retail committee; Lillian Weiss, chairman of manufacturers' participation; Charlotte Eaton Conway, House Beautiful, chairman of appliances committee; Senora Simmonds of Beatrice West, co-chairman of buying offices participation. The Home Fashions League offers its cooperation and assistance to editors planning special Home Fashions Time editions. This part of the promotion is under the direction of Jane Floyd Buck, Carl Byoir & Assoc., chairman of the publicity committee. Contact: Josephine Brush, MU. 7-8122.	HOME FASHIONS LEAGUE, INC.	141 EAST 44TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 20- Sept. 29	NEW COLLECTION <u>HF.</u> A new home furnishing collection of fabrics and wallpapers has been assembled for Home Fashion Time. Known as the "Museum Group" these are reproductions or adaptations of antique fabric documents, each a museum piece. Fabrics and wallpapers are available through interior decorators, the decorating departments of larger stores and leading wallpaper stores. Publicity: Philip Schuyler, Ruth Maybank, LE. 2-7800.	F. SCHUMACHER & CO.	60 WEST 40TH ST.
Sept. 20- Sept. 29	MID SOUTH FAIR, HALL OF FOODS, MEMPHIS, TENNESSEE. CONTACT: LORENA ABBOTT, 1621 STERICK BLDG., MEMPHIS, TENNESSEE.		
Thursday Sept. 20- Sept. 30	HOME FURNISHINGS SHOW <u>HF.</u> Twenty decorators, selected from nominations by all the leading home furnishings consumer and trade publications, have been invited to design room settings which will form one of the key exhibits at the Show. Working exclusively with merchandise selected from the lines of Show exhibitors, these decorators will produce a series of interiors to be featured as the country's "Twenty Best-Dressed Rooms." The Industrial Designers' Institute has planned an important display slanted toward the consumer which will occupy space on the first floor. In addition a four-foot mural extending completely around the entire mezzanine railing will tell the story of the industrial designer's place in the life of the consumer. Another interesting exhibit will be the "'51 Flower Festival for Paris," a duplicate display under glass of the official flowers of the 48 States, 2 Territories and the District of Columbia which are to be presented to the City of Paris at the same time by the New York Botanical Garden. Special hours for the trade only will be daily (except for Sept. 20) from 10 A.M. to 12 Noon. Publicity: Louise Sloane, MU. 6-0045.	NATL. HOME FURN. SHOW	GRAND CENTRAL PALACE
Thursday Sept. 20 Going On	BROCHURE OF H. F. TRENDS <u>HF.</u> Simon Manges & Sons, whose rugs and carpets are sold exclusively through decorators, has conducted a nation-wide survey of current tastes and trends in home fashions through the country's decorators. The results have been compiled into a brochure that will be available to the press and to decorators on Sept. 20. The questionnaire was sent to 6000 decorators and the returns add up to an interesting, sometimes surprising, and always informative report. Tabulated in percentages for the nation, the survey is further sub-divided into regions. Accuracy and service are its keynotes. Advance copies for the press are available through Carson-Ruff; copies for decorators through Simon Manges. Publicity: Carson-Ruff Assoc., 366 Madison Avenue, MU. 2-2055.	SIMON MANGES & SON	575 MADISON AVENUE
Sept. 22- Oct. 8	M. METZ FAIR AND EXPOSITION, METZ, FRANCE. CONTACT: FOIRE-EXPOSITION DE METZ, 1 AVE. DE L'AMPHITHEATRE, METZ, FRANCE.		
Sunday Sept. 23- Sept. 27 1:00 P.M.- 10:30 P.M.	14TH ANNUAL NEW HAVEN ANTIQUES SHOW AND SALE <u>HF.</u> This annual show which this year will feature a display of \$600,000 of antiques will be held on these dates. Publicity: Milton Cottler, 220 Park Street, New Haven, Connecticut.	MILTON COTTLER 220 PARK STREET	NEW HAVEN ARENA NEW HAVEN, CONN.
Sept. 23- Sept. 27	<u>HF.</u> WASHINGTON GIFT SHOW, HOTEL WILLARD, WASHINGTON, D. C. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, MU. 9-7147.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday	NATIONAL WINDOW WEEK	STEVE HANNAGAN ASSOC.	COUNTRYWIDE
Sept. 23- Sept. 30	<u>HF.</u> National Window Week has been scheduled to coincide with Home Fashion Time. During this week, stores, magazines, radio and TV stations and newspapers will all promote Window Wear. Publicity: Kimberly Jean Wiss, Steve Hannagan Assoc., 247 Park Avenue, FL. 5-2900.		
<u>WEEK BEGINNING MONDAY, SEPTEMBER 24, 1951</u>			
Monday	FIRST FALL LUNCHEON	HOME FASHIONS LEAGUE, INC.	HOTEL ROOSEVELT
Sept. 24 12:15 P.M.	<u>HF.</u> The first fall luncheon of this organization will be marked by the showing of U. S. Steel Company's technicolor film, "Building for the Nations," a story of the construction of the United National Building. Distinguished representatives of the U.N. will be guests of honor. Contact: Josephine Brush, MU. 7-8122.		
Sept. 24- Sept. 26	<u>M.</u> PERSONNEL CONFERENCE, AMA, WALDORF-ASTORIA, NEW YORK. CONTACT: J. O. RICE, 330 WEST 42ND STREET, NEW YORK 18, N.Y.		
Sept. 24- Sept. 26	<u>M.</u> ASSOCIATION OF NATL. ADVERTISERS INC., PLAZA HOTEL, NEW YORK. CONTACT: ALICE KENNEDY, C/O ANA, 285 MADISON AVENUE, NEW YORK 17, N.Y.		
Sept. 24- Sept. 27	<u>HF.</u> NATIONAL GIFT SHOW, MOUNT ROYAL HOTEL, MONTREAL, CANADA. CONTACT: H. W. YOUNG, 9 DUKE STREET, TORONTO, CANADA.		
Monday	GLASS PROMOTION	JORDAN MARSH	BOSTON, MASSACHUSETTS
Sept. 24- Sept. 29	<u>HF.</u> A series of table settings, featuring Imperial Glass Corporation's "Candlewick" pattern, will form a part of Jordan Marsh's Centennial Celebration. These settings, designed for Imperial by Emma Aubert Cole, home furnishings consultant, will show the versatility of this popular table glass pattern. Publicity: Ruby Newman, Hirshon-Garfield, Inc., Park Square Bldg., Boston, Massachusetts.		
Sept. 25- Sept. 30	<u>B:HF.</u> WESTCHESTER BETTER HOMES EXPOSITION, WHITE PLAINS, NEW YORK. CONTACT: R. A. DURK, 201 MAIN STREET, WHITE PLAINS, NEW YORK.		
Tuesday	FALL LECTURE SERIES	HOME FASHIONS LEAGUE	40 EAST 35TH STREET
Sept. 25- Nov. 27	<u>HF.</u> The Home Fashions League annual Fall Lecture Series will be held every Tuesday night at the Community Church Centre at the above address. Ten panel discussions designed to appeal to all fields of home furnishings will be conducted by a group of distinguished speakers. Price of course: \$17.50, or \$2 for a single lecture. Special price to members, \$15. Contact: Josephine Brush, Home Fashions League, Inc., MU. 7-8122.		
Thursday	TWO-DAY MARKET	NEW YORK FURN. EXCHANGE	206 LEXINGTON AVENUE
Sept. 27- Sept. 28	<u>HF.</u> A special two-day market event will be held on these days with the Exchange remaining open in the evening on Sept. 27 to give dealers a chance to shop in a leisurely manner. Contact: Lou Schneider, MU. 5-1160.		
Sept. 29- Oct. 7	<u>M.</u> DANBURY FAIR, DANBURY FAIRGROUNDS, DANBURY, CONNECTICUT. CONTACT: JOHN W. LEAHY, GEN. MGR., 130 WHITE STREET, DANBURY, CONN.		
Sept. 30- Oct. 4	<u>F.</u> SHOW OF HOSPITALITY & FINE FOODS, MUNICIPAL AUDITORIUM, KANSAS CITY, MO. CONTACT: KEITH R. KEELEY, 210 WEST 8TH ST., RM. 601, KANSAS CITY, MISSOURI		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>ADVANCE DATES AND NOTICES</u>			
Monday	ENTRIES CLOSE	HESS BROTHERS	ALLENTOWN, PENNA.
Oct. 1	<u>HF.</u> Hess Brothers has instituted a new award contest for versatility in design open to all manufacturers of home appliances, home furnishings and fabrics as well as fashions. Entry blanks may be obtained from the Awards Committee of the store and all entries must be in by October 1. Awards will be made in mid-October. Contact: Max Levine, Hess Brothers, Allentown, Pennsylvania.		
Oct. 1-2	ROSH HASHONAH (JEWISH HOLIDAY).		
Monday	THIRD ANNUAL TRADE	EXHIBITORS' ADVISORY	HOTEL LA SALLE
Oct. 1-	SHOW CLINIC	COUNCIL	CHICAGO, ILLINOIS
Oct. 2	<u>M.</u> The third annual Trade Show Clinic will be held in cooperation with the Chicago Federated Advertising Club and Chicago Industrial Advertisers Assn. Contact: Oenone D. Negley, 120 Greenwich St., New York 6, N.Y., RE.2-6994.		
Oct. 1-	<u>HF.</u> LANCASTER ANTIQUES EXPOSITION, LANCASTER, PENNSYLVANIA.		
Oct. 4	CONTACT: MRS. MABEL RENNER, 483 W. MARKET STREET, YORK, PENNSYLVANIA.		
Monday	CONTEMPORARY	OREGONION	PORTLAND,
Oct. 1-	FURNITURE EXHIBIT	HOSTESS HOUSE	OREGON
Oct. 10	<u>HF.</u> An exhibit of contemporary style furniture and accessories manufactured in California by the member firms of California Home Fashions who are co-sponsors of the display will be held every day except Sunday from 10 A.M. to 5 P.M. Decorative room arrangements will be featured. Contact: Grace Holm, Oregonian Hostess House, S. W. Broadway & Columbia, Portland, Oregon.		
Oct. 3-	<u>F.</u> NEW ENGLAND FOODS EXPOSITION, BOSTON GARDENS, BOSTON, MASS.		
Oct. 8	CONTACT: FRANK DUBINSKY, MGR., 71 SHARON STREET, HARTFORD, CONN.		
Thursday	<u>HF.</u> REGULAR MEETING, UPHOLSTERED FURN. MFRS. ASSN., HOTEL McALPIN, N.Y.C.		
Oct. 4	CONTACT: IRVING R. KASS, TOLLERIS, KASS & TOLLERIS, MU. 3-4247.		
Oct. 4-	<u>M.</u> INTERNATIONAL PACKAGING EXHIBITION, PARIS, FRANCE.		
Oct. 14	CONTACT: DIRECTOR GENERAL, 40 RUE DU COLISEE, PARIS, FRANCE.		
Friday	EXHIBIT OF OLD	SANDWICH HISTORICAL	SANDWICH,
Oct. 5-	SANDWICH GLASS	SOCIETY MUSEUM	MASSACHUSETTS
Oct. 7	<u>HF.</u> As a preliminary to the American Glassware Jubilee which starts Oct. 7, there will be an exhibition of privately-owned Sandwich glass, never before shown publicly. Contact: Colonel Eugene S. Clark, president, Sandwich Historical Society Museum, Sandwich, Massachusetts.		
Oct. 6-	<u>F.</u> GENERAL EXHIBITION FOR FOOD VICTUALS & PROVISIONS, COLOGNE, GERMANY.		
Oct. 14	CONTACT: MESSE-UND-AUSTELLUNGS, GES. M.8.H. KOLN, GERMANY.		
Oct. 6-	<u>F.</u> FOOD & HOUSEKEEPING EXHIBIT, GR. PALAIS DU CENTENAIRE, BRUSSELS, BELGIUM		
Oct. 21	CONTACT: SALON DE L'ALEMENTATION, 10 PLACE DE BOUCKERE, BRUSSELS, BELGIUM.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Oct. 7- Oct. 13	AMERICAN GLASSWARE JUBILEE <u>HF.</u> The opening of this week devoted to the promotion of glassware sales under the theme, "Glassware for Gracious Living", will be held in Sandwich, Mass. on the site of the Boston & Sandwich Glass Company Factory where the mechanization of glassmaking was launched 125 years ago. The eight participating companies are tying the Jubilee into all their advertising, and merchandising aids for retailers are available without charge from American Glassware Jubilee Committee, Room 1508, 247 Park Avenue, New York 17, N.Y. Publicity: Steve Hannagan, PL. 5-2900.	MACHINE TABLE & KITCHEN DIV., AM. GLASS ASSN.	SANDWICH, MASS. AND COUNTRYWIDE
Oct. 7-13	<u>F.</u> CRANBERRY WEEK.		
Oct. 9- Oct. 12	<u>F.</u> AMERICAN DIETETIC ASSOCIATION, PUBLIC AUDITORIUM, CLEVELAND, OHIO. CONTACT: MILDRED L. EGEBERG, 620 NO. MICHIGAN AVE., CHICAGO 11, ILL.		
Oct. 10	YOM KIPPUR (JEWISH HOLIDAY).		
Oct. 12	COLUMBUS DAY.		
Saturday Oct. 13- Oct. 20	"PACIFICA" SHOW <u>HF.</u> "Pacifica", the coordinated design theme in home furnishings developed by this store which received the "Trail Blazer" award from the Home Fashions League this spring, will open on this date instead of October 20 so as not to conflict with the Chicago Summer Furniture Market. There will also be a dealer showing of "Pacifica" merchandise in Los Angeles on Oct. 15th. Contact: Harry Jackson, Jackson Furniture Co., Oakland, Cal.	JACKSON FURNITURE CO.	OAKLAND, CALIF.
Oct. 13- Oct. 20	<u>F.</u> NATIONAL WINE WEEK. SPONSOR: WINE INST. & WINE ADVISORY BD., 717 MARKET ST., SAN FRANCISCO.		
Oct. 15	SUCCOTH (JEWISH HOLIDAY).		
Oct. 15- Oct. 16	<u>M.</u> OFFICE MANAGEMENT CONFERENCE, AMA, WALDORF-ASTORIA, NEW YORK, N.Y. CONTACT: J.O. RICE, 330 WEST 42ND STREET, NEW YORK 18, N.Y.		
Oct. 15- Oct. 18	<u>HF.</u> NORRISTOWN ANTIQUE SHOW, CITY HALL AUDITORIUM, NORRISTOWN, PENNA. CONTACT: DORA E. SEELEY, MGR., AMBLER, PENNSYLVANIA.		
Oct. 15- Oct. 20	<u>HF.</u> NEW YORK ANTIQUES FAIR, 71ST REG. ARMORY, NEW YORK, N.Y. CONTACT: C.J. NUTTALL, 660 MADISON AVENUE, NEW YORK 21, N.Y.		
Oct. 21- Oct. 27	<u>F.</u> INTERNATIONAL FOOD SHOW, AUDITORIUM, MINNEAPOLIS, MINN. CONTACT: RALPH W. FERGUS, 118 FOURTH ST., DES MOINES, IOWA.		
Oct. 22- Oct. 25	<u>HF.</u> EXHIBIT OF ROOMS BY N.E. CHAP, OF A.I.D., JOHN HANCOCK BLDG., BOSTON CONTACT: DOROTHY GILDARD, MODERN FURN. CO., 376 S. MAIN ST., FALL RIVER, MASS.		
Monday Oct. 22- Oct. 27	FOURTH ANNUAL SUMMER FURNITURE MARKET <u>HF.</u> Sixty members of this association are expected to exhibit in Chicago this fall. New groups and styles in every classification - wrought-iron, steel, rattan, aluminum and wood - will be shown. Publicity: Harold J. Siesel, PL. 3-3790.	NATL. ASSN. OF SUMMER FURNITURE MFRS.	MERCHANDISE MART AM. FURNITURE MART

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Oct. 22- Oct. 27	M. NATIONAL BUSINESS SHOW, GRAND CENTRAL PALACE, NEW YORK, N. Y. CONTACT: W. A. TUPPER, 30 VESEY STREET, NEW YORK 7, N. Y.		
Oct. 22- Oct. 27	F. NATIONAL HONEY WEEK. SPONSOR: AMERICAN HONEY INSTITUTE, COMM. STATE BANK BLDG., MADISON 3, WISC.		
Oct. 25- Nov. 2	F. CLEVELAND FOOD & HOME SHOW, CLEVELAND PUBLIC AUDIT., CLEVELAND, OHIO. CONTACT: H. S. GLENZIER, 1847 EAST 55TH STREET, CLEVELAND 3, OHIO.		
Oct. 27- Nov. 3	F. BALTIMORE FOOD SHOW & HOME APPLIANCE EXPOSITION, 5TH REG. ARMORY. CONTACT: JOSEPH L. MANNING, ROOM 403, 22 S LIGHT ST., BALTIMORE 2, MD.		
Monday Oct. 29- Nov. 2	FURNISHINGS AND FABRICS HF. An exhibit arranged by the Portland chapter of the A.I.D. will present a range of decorative periods in furnishings keyed to Northwest homes. There will also be a supplementary showing of Scalandre decorating fabrics. Open daily, 10 A.M. to 5 P.M. Contact: Grace Holm, Oregonian Hostess House, S. W. Broadway & Columbia, Portland, Oregon.	OREGONIAN HOSTESS HOUSE	PORTLAND, OREGON

MUSEUM, GALLERY & GARDEN NEWS

Tuesday Sept. 18- Sept. 19	DAHLIA SHOW G. The annual Dahlia show of this organization will be held in the Colonnades Ballroom on these days. Contact: R.B. Farnham, PL. 7-0915.	HORTICULTURAL SOC. OF N.Y.	ESSEX HOUSE
Friday Sept. 21	ART EXHIBIT HF. An exhibition of the prints and drawings of Toulouse-Lautrec will open on this date. Closing date is indefinite. Hours: weekdays 10 A.M. to 5 P.M.; until 9 P.M. Wednesdays; Sundays, 1 to 5 P.M. Publicity: Lillian Green, TR. 9-5500.	METROPOLITAN MUS. OF ART.	82ND ST. & 5TH AVE.
Monday Sept. 24	NEW CERAMIC WORKSHOP M. On this date the fall term opens at the Museum including a new ceramic workshop of fifteen classes in the making of pottery and ceramic sculpture. Other courses offered cover 61 classes in Painting, Life Drawing, Sculpture, Etching, Woodblock cutting and commercial arts. Registrations now being accepted in person and by mail. Contact: NEvins 8-4472.	BROOKLYN MUSEUM ART SCHOOL	EASTERN PARKWAY BROOKLYN, N. Y.
Monday Sept. 24	NEW PEOPLE'S ART CENTER M. On this date a new People's Art Center will open with classes for children and adults including a Fathers and Sons woodworking class as well as courses in all creative media. Registration now on, closes Sept. 14. Catalog sent upon request. Contact: Dept. of Education, Museum of Modern Art.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Wednesday Sept. 26- Nov. 1	BOTANICAL COURSES G. Two courses of special interest are being offered. The first, commencing September 26 and continuing for 8 consecutive Wednesdays, is "Landscaping the Home Grounds," conducted by Arthur F. Murphy. The second, "Flower Arrangement", begins Thursday, October 11 and continues on Thursdays until November 1. It is conducted by Mrs. William Stickles. Contact: Dorothy E. Hansell, LU. 4-8500.	N.Y. BOTANICAL GARDEN	BRONX PARK, N. Y.

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

EDITORIAL REQUIREMENTS

For The Globe-Democrat, 1133 Franklin Ave., St. Louis 1, Mo.

This newspaper will publish a special Home Furnishings section on Sept. 23rd. Good releases and photographs on everything connected with furnishing the home are desired. Address Marie Forshaug who heads the Special Sections Department.

For Better Design, 40 East 49th Street, New York 17, N. Y.

This new trade magazine, which will probably be out in November, is directed to home furnishings merchandise managers and buyers in furniture and department stores. They are interested in receiving releases and photographs from manufacturers of products who are presently supplying that type of audience. Also of interest are photographs of room settings in which such products are used. Address Betty Kendall, Managing Editor.

PERSONNEL CHANGES AND ADDITIONS

Will all subscribers having List of Editors please make changes below.

Newark Star Ledger, 217 Halsey Street, Newark, N.J.

General Feature Syndicate, 250 Park Avenue, New York 17, N.Y.

Sue Gardner (Mrs. Henry A. Silver) has moved to 98 Riverside Drive, New York 24, N.Y., TR. 7-4952.

Better Homes & Gardens, 1714 Locust St., Des Moines 3, Iowa.

Mary Jane Pengelly, formerly with Humphrey & Hardenbergh, Minneapolis, Minn., has joined the staff of this magazine as assistant home furnishings editor.

Better Design, 40 East 49th Street, New York 17, N.Y.

This new trade magazine is planned to come out in November. Harry V. Anderson, editor-in-chief and publisher; Betty Kendall, managing editor.

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HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; furnishings and decorating; gardening and horticulture; food and major appliances.

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The CALENDAR will furnish free to yearly subscribers an accurate list of editors who cover every phase of the home furnishings field on national trade and consumer publications. Non-subscribers pay \$25 for this list. Personnel changes and additions are published weekly. Avail yourself of this invaluable service.

* * * * *

One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

* * * * *

Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

HOME FURNISHINGS CALENDAR is published every Thursday.
There is no charge for any listing. Subscription rates: One year, \$30;
six months, \$18; three months, \$10; single copy, \$1.